

(323) 881-2401

November 1, 2002

The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, CA 90012

Dear Supervisors:

**COMPETITION EQUIPMENT (DORIES AND PADDLEBOARDS)  
STORED ON THE BEACHES  
(3 AND 4) (3 VOTES)**

**IT IS RECOMMENDED THAT YOUR BOARD:**

1. Allow the Los Angeles County Lifeguard Association to store donated training and competition equipment (dories and paddleboards) that display donor logos on County beaches.
2. Instruct the Fire Chief, or designee, to monitor all donated equipment stored on the beaches and provide a list of all donated equipment and associated donor logos to the Board of Supervisors and Department of Beaches & Harbors.

**PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

The Board of Supervisors must approve all advertising on L.A. County beaches. This action will allow L.A. County Lifeguards to store, train and compete on L.A. County beaches with donated equipment that display donor logos.

Until the passage of Proposition 13 in the late 1970's, the County provided the beach operation and lifeguards with training and competition equipment. As operational costs escalated and the County budget decreased, competition/training equipment such as dories became expendable. With this loss, local communities reached out to their neighboring beaches and donated dories, rescue paddleboards, and other training equipment. The beach communities met a need and contributed to "their" lifeguard system by bringing a sense of ownership and pride to their area beaches with their donations. In the mid-80's, the City of Hermosa Beach was the first City to donate a dory to the County Lifeguards, and their City seal was prominently painted on both sides of the boat.

Through the gracious donations of equipment from local communities and businesses, the County Lifeguards have garnered the United States Lifesaving Championship for 16 consecutive years. The positive exposure gained through competition has been very beneficial in maintaining our acclaim as a world-class organization. Lifeguard competitions, which all include the use of donated and sponsored equipment, have a positive influence on employee morale. The spirit of competition has always been a rallying point for the lifeguard profession. In addition, Lifeguard competitions inspire all lifeguards to maintain top physical conditioning, which reduces injuries and increases productivity.

Donated and sponsored equipment is stored on the beaches due to the lack of garage or storage locations. Keeping the dories next to lifeguard towers allows visual monitoring and added security.

### **FISCAL IMPACT/FINANCING**

The donation of sponsored equipment saves the County approximately \$10,000 per year. Financing is not required.

### **FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

The County does not own any of the donated equipment thereby minimizing the liability issue.

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Donor logos involving alcoholic beverages or tobacco products will not be permitted. Furthermore, donor logos will not be allowed that conflicts with existing County exclusive marketing agreements. Currently, those exclusive products are vehicles, water and carbonated beverages.

The community businesses that now sponsor training equipment are GOOD STUFF, MR. POCKETS, HENNESSY's restaurants, and a local STATE FARM insurance agency.

### **CONCLUSION**

This request will allow the continuation of the current practice of storing training equipment on the beach that is used on a daily basis for workouts and weekly competitions. Lifeguards are encouraged to workout each day to maintain physical fitness.

Respectfully submitted,

P. MICHAEL FREEMAN

PMF:MF:jw

c: Chief Administrative Officer  
County Counsel  
Executive Officer, Board of Supervisors  
Auditor-Controller